SHELL NEWS

NOVEMBER 1950

2nd

Rolf H. Hemmerich

3rd

Arvel J. Longley, Jr.

Color Cover Contest

Shell Camera Enthusiasts Show Imagination and Professional Technique in Shell News Color Photography Competition.

THE picturesque barn appearing on this month's front cover and the two pictures shown at left took top honors in SHELL NEWS' 1950 Color Cover Contest.

Alexander R. Black, of the Products Application Department in Shell Oil Company's New York Head Office won first prize of $100 for his cover shot, taken in the Finger Lakes region of New York State.

Rolf H. Hemmerich, in the Development Department of Shell Chemical Corporation, New York Office, received second prize of $50 with his Pennsylvania scene of a boy in an apple tree.

Arvel J. Longley, Jr., in the Production Department of the Houston Regional Office of Shell Oil Company, won third prize of $25 for his photograph of a pencil seller in Monterrey, Mexico.

Altogether 349 pictures submitted by 72 contestants were entered in the contest which closed on September 11, 1950.

The pictures were evaluated by the award committee of D. C. Marschner, Manager of the Sales Promotion and Advertising Department, G. G. Biggar, Assistant Manager of the Public Relations Department, and H. K. O'Gara, Assistant Manager of the Employee Publications Department, all of Shell Oil Company's New York office. The pictures were rated according to general interest, technical quality, composition and lighting. Selecting winners proved difficult because of the large number of interesting and technically excellent entries.

The winning pictures are the result of two vacations and a honeymoon.

Al Black took his cover shot with a Kodak Bantam f4.5 while he was vacationing with his family in Homer, New York. He and his wife were returning from the County Fair at Cortland, driving along the main route between Binghamton and Syracuse, and . . . "there it was."

"I used Eastman Kodachrome Daylight film," he says, "and set the camera at f8 and 1/50 second."

Rolf Hemmerich captured his winning picture on a weekend visit to his parents' farm in Lancaster County in eastern Pennsylvania. The boy in the pic-

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Employee Publications Department
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contents

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A. R. BLACK

R. H. HEMMERICH

A. J. LONGLEY, JR.

ture is Jimmy, second of his three sons, who spends as much time as possible in the apple tree shown in the picture.

Although he set his 35mm Wirgin f2 camera at f8 and 1/50 second for the picture of Jimmy, Hemmerich doesn't claim any special technique for taking color pictures.

"I just don't take color shots unless the sun is shining."

In July of this year, while they were honeymooning in Monterrey, Mexico, Mr. and Mrs. A. J. Longley spent the afternoon siesta periods window shopping to pass the time until the stores reopened. One afternoon, as they were strolling about, they wandered upon the pencil seller and the little boy taking a siesta. The newlyweds snapped the touching scene reproduced on the inside front cover.

SHELL NEWS editors take this opportunity to congratulate all contestants on the high quality of their work and thank them for their part in making this year's contest a success.

Ingenuity in choice of subject and in picture composition characterized the work of the contestants who ranged from beginners to experienced veterans.

Report To The Nation

Last month, the petroleum industry once again devoted a full week to dramatize oil's progress through the year.

FROM October 15 to October 21, the two million men and women of the American petroleum industry celebrated "Oil Progress Week—1950," oil's second annual report to the American people. This year, as last, there was much to report.

Highlights from the industry's 1950 balance sheet show that:

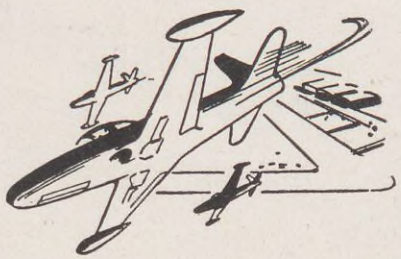
The United States today consumes one-quarter billion gallons of oil a day, twice as much as all other countries in the world combined. In the course of a year, oil is used at the rate of 597 gallons for each man, woman and child in the country.

Oil products are now at an all-time high in quality and number 1200 useful products. Proved oil reserves are the highest in history—28.3 billion barrels, and petroleum processing capacity exceeds 6.5 million barrels a day.

To seek new and better uses for oil, 15,000 petroleum industry researchers engage in $100,000,000 worth of research projects annually.

Oil Progress Week this year was a national event in that it was observed simultaneously in so many communities across the country. The report, however, was actually made by local oil men to the people who live and work side by side with them, to their customers and their neighbors. With industry retail outlets more numerous than drug stores—there are over 250,000 of them—the oil industry has neighbors in every section of the country.

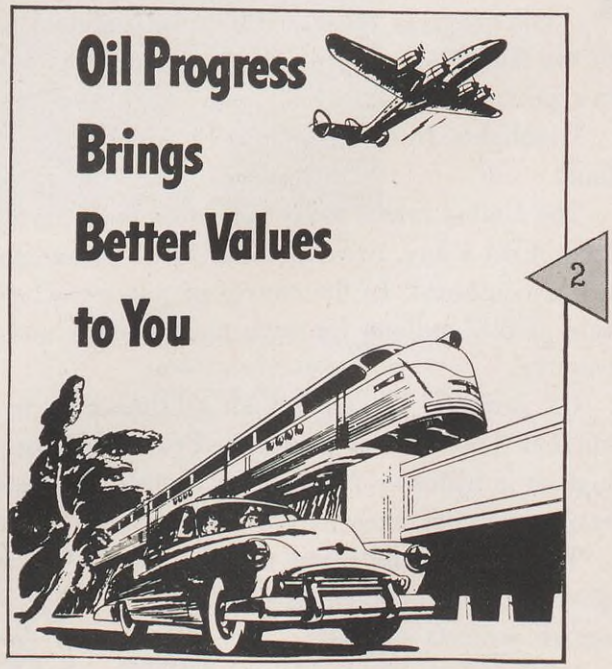
The report took many forms. Newsworthy events touching on oil and of interest to local citizens (such as new construction, operational achievements, safety news) were dramatized locally in speeches and programs. A 28-minute industry film "24 Hours of Progress," narrated by actor Ralph Bellamy, was widely distributed and shown. Five and a half million booklets, and leaflets were prepared and distributed and radio and television time were contributed to tell oil's story. The story this year stressed a new theme: "Your progress and oil's progress go hand in hand."



Shell joined in on all counts. Among the Company's special contributions was the unveiling of two new terminals at Rens-

selaer and Mt. Vernon, New York. But Shell also contributed radio and television time, and space on billboards. It also took the occasion to launch a new institutional advertising program which will run in all major cities from coast to coast. There were special showings to clubs and civic groups and other gatherings of Shell motion pictures dealing with the industry. Shell service stations throughout the country displayed posters featuring Oil Progress Week.

Second in a continuing series that began in 1949, Oil Progress Week—1950 had the same enthusiastic reception that marked the original Oil Progress Day back in the fall of 1948. It helped people in and out of the petroleum industry to appreciate again the important part that oil plays in the life of the country.

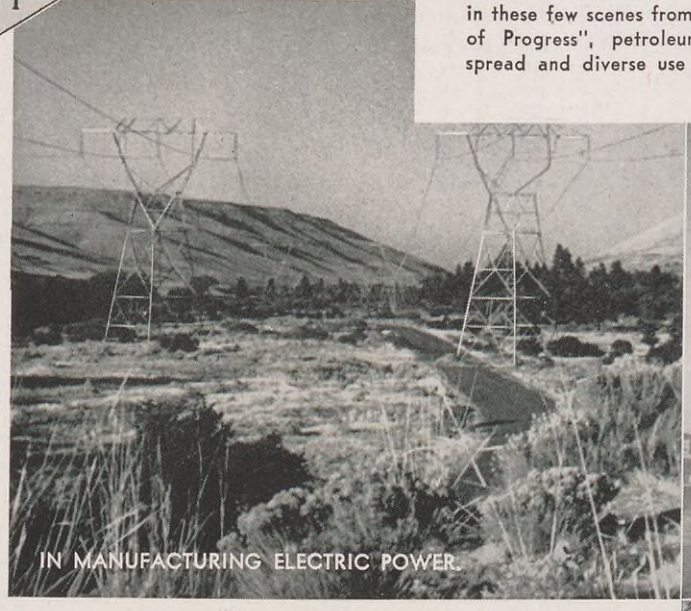


IN PACKAGING

ON THE FARM

4

There is a common tendency among people to think of oil products in terms of the family car and the home fuel oil burner. But, as is shown in these few scenes from the new film "24 Hours of Progress", petroleum products find widespread and diverse use every hour of the day.



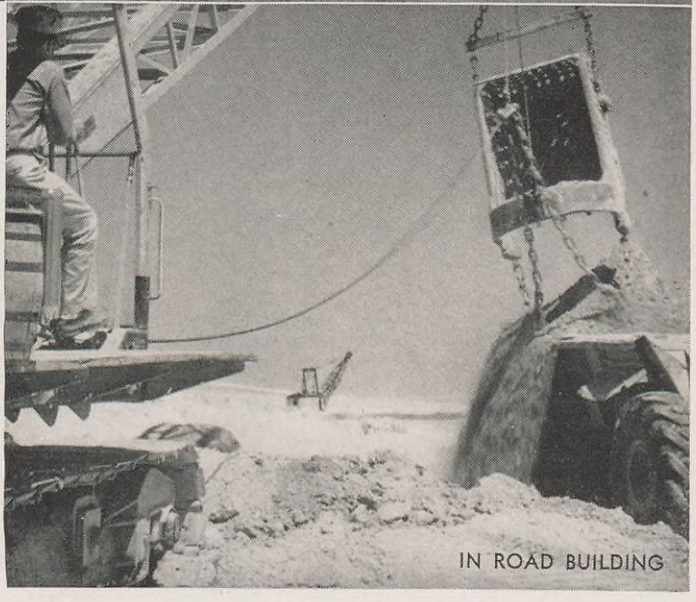
IN MANUFACTURING ELECTRIC POWER.

IN HEATING LARGE BUILDINGS

OIL PROGRESS IS PUBLICIZED IN VARIOUS WAYS

1. newspaper and magazine advertising
2. window and bulletin board posters
3. billboard and other large-scale posters
4. motion picture: "24 Hours of Progress"

PLUS radio and television publicity, industry movie shorts, booklets and leaflets



IN ROAD BUILDING

Increase in Your Income Tax

The Revenue Act of 1950 Provides Two Important Changes in the Federal Income Tax Structure

EFFECTIVE October 1st every American taxpayer began to pay increased income taxes to help meet the increased cost of national defense.

Signed into law by President Truman on September 23, the Revenue Act of 1950 applies to the last quarter of 1950 and all of 1951 and subsequent years. It has two provisions which are of immediate concern to all of us.

1 There is an increase in the amount of money withheld from everyone's pay check for tax purposes. Under the new law, the withholding tax is increased from the former rate of 15% to the new rate of 18%.

2 The total tax liability (tax owed) of any individual to the Government is increased to an extent that varies with that individual's income and dependents.

Under the old tax law, all taxpayers, regardless of what category they were in, were allowed a flat reduction of 17% of the first $400 of taxes and 12% of the remainder. The new tax law reduces these reductions by one-fourth in 1950 and eliminates them entirely for 1951.

For many people, for example, a man with a wife and two children whose income is $4,500 a year, the new withholding tax takes care of his tax indebtedness to the Government as before. For others, whose income or dependency situation is different, there may be a larger additional liability.

The chart on the opposite page shows the effect the new law has on the taxes of those earning less than $5,000. If your total income is less than $5,000, and consists entirely of wages reported on your withholding statements, or of such wages plus no more than $100 of other wages, interest and dividends, you are eligible to use the simple tax form 1040A. In this case the collector will compute your tax for you. If your income includes annuities, rents, etc., or more than $100 in other wages, dividends and interest, and is less than $5,000 you use Short-Form 1040. Those whose income is $5,000 or more use Long-Form 1040.

In all respects, other than the increase in withholding tax and tax liability, the new tax law resembles its predecessor. The old provisions as to who must pay taxes, and the time, place and manner of filing returns still apply.

1950 TAX TABLE

If adjusted gross income is—		And the number of exemptions is—				If adjusted gross income is—		And the number of exemptions is—								
									2		3					
At least	But less than	1	2	3	4 or more	At least	But less than	1	And if other than a joint return is filed	And if a joint return is filed	And if other than a joint return is filed	And if a joint return is filed	4	5	6	7	8 or more
		THE TAX SHALL BE—						THE TAX SHALL BE—								
$0	$675	$0	$0	$0	$0	$2,325	$2,350	$262	$157	$157	$53	$53	$0	$0	$0	$0	$0
675	700	3	0	0	0	2,350	2,375	266	161	161	57	57	0	0	0	0	0
700	725	7	0	0	0	2,375	2,400	269	165	165	61	61	0	0	0	0	0
725	750	11	0	0	0	2,400	2,425	273	169	169	65	65	0	0	0	0	0
750	775	15	0	0	0	2,425	2,450	277	173	173	69	69	0	0	0	0	0
775	800	19	0	0	0	2,450	2,475	281	177	177	72	72	0	0	0	0	0
800	825	23	0	0	0	2,475	2,500	285	181	181	76	76	0	0	0	0	0
825	850	27	0	0	0	2,500	2,525	289	185	185	80	80	0	0	0	0	0
850	875	31	0	0	0	2,525	2,550	293	189	189	84	84	0	0	0	0	0
875	900	35	0	0	0	2,550	2,575	297	192	192	88	88	0	0	0	0	0
900	925	38	0	0	0	2,575	2,600	301	196	196	92	92	0	0	0	0	0
925	950	42	0	0	0	2,600	2,625	305	200	200	96	96	0	0	0	0	0
950	975	46	0	0	0	2,625	2,650	309	204	204	100	100	0	0	0	0	0
975	1,000	50	0	0	0	2,650	2,675	313	208	208	104	104	0	0	0	0	0
1,000	1,025	54	0	0	0	2,675	2,700	316	212	212	108	108	3	0	0	0	0
1,025	1,050	58	0	0	0	2,700	2,725	320	216	216	112	112	7	0	0	0	0
1,050	1,075	62	0	0	0	2,725	2,750	324	220	220	115	115	11	0	0	0	0
1,075	1,100	66	0	0	0	2,750	2,775	328	224	224	119	119	15	0	0	0	0
1,100	1,125	70	0	0	0	2,775	2,800	332	228	228	123	123	19	0	0	0	0
1,125	1,150	74	0	0	0	2,800	2,825	336	232	232	127	127	23	0	0	0	0
1,150	1,175	78	0	0	0	2,825	2,850	340	236	236	131	131	27	0	0	0	0
1,175	1,200	82	0	0	0	2,850	2,875	344	239	239	135	135	31	0	0	0	0
1,200	1,225	85	0	0	0	2,875	2,900	348	243	243	139	139	35	0	0	0	0
1,225	1,250	89	0	0	0	2,900	2,925	352	247	247	143	143	38	0	0	0	0
1,250	1,275	93	0	0	0	2,925	2,950	357	251	251	147	147	42	0	0	0	0
1,275	1,300	97	0	0	0	2,950	2,975	361	255	255	151	151	46	0	0	0	0
1,300	1,325	101	0	0	0	2,975	3,000	366	259	259	155	155	50	0	0	0	0
1,325	1,350	105	1	0	0	3,000	3,050	373	265	265	161	161	56	0	0	0	0
1,350	1,375	109	5	0	0	3,050	3,100	382	273	273	168	168	64	0	0	0	0
1,375	1,400	113	8	0	0	3,100	3,150	391	281	281	176	176	72	0	0	0	0
1,400	1,425	117	12	0	0	3,150	3,200	400	288	288	184	184	80	0	0	0	0
1,425	1,450	121	16	0	0	3,200	3,250	409	296	296	192	192	87	0	0	0	0
1,450	1,475	125	20	0	0	3,250	3,300	418	304	304	200	200	95	0	0	0	0
1,475	1,500	129	24	0	0	3,300	3,350	427	312	312	207	207	103	0	0	0	0
1,500	1,525	132	28	0	0	3,350	3,400	436	320	320	215	215	111	7	0	0	0
1,525	1,550	136	32	0	0	3,400	3,450	445	328	328	223	223	119	14	0	0	0
1,550	1,575	140	36	0	0	3,450	3,500	454	335	335	231	231	127	22	0	0	0
1,575	1,600	144	40	0	0	3,500	3,550	463	343	343	239	239	134	30	0	0	0
1,600	1,625	148	44	0	0	3,550	3,600	472	352	351	247	247	142	38	0	0	0
1,625	1,650	152	48	0	0	3,600	3,650	481	361	359	254	254	150	46	0	0	0
1,650	1,675	156	52	0	0	3,650	3,700	490	370	367	262	262	158	54	0	0	0
1,675	1,700	160	55	0	0	3,700	3,750	499	379	375	270	270	166	61	0	0	0
1,700	1,725	164	59	0	0	3,750	3,800	508	388	382	278	278	174	69	0	0	0
1,725	1,750	168	63	0	0	3,800	3,850	517	397	390	286	286	181	77	0	0	0
1,750	1,775	172	67	0	0	3,850	3,900	526	406	398	294	294	189	85	0	0	0
1,775	1,800	176	71	0	0	3,900	3,950	535	415	406	301	301	197	93	0	0	0
1,800	1,825	179	75	0	0	3,950	4,000	544	424	414	309	309	205	100	0	0	0
1,825	1,850	183	79	0	0	4,000	4,050	553	433	422	317	317	213	108	4	0	0
1,850	1,875	187	83	0	0	4,050	4,100	562	442	429	325	325	221	116	12	0	0
1,875	1,900	191	87	0	0	4,100	4,150	571	451	437	333	333	228	124	20	0	0
1,900	1,925	195	91	0	0	4,150	4,200	580	460	445	341	341	236	132	27	0	0
1,925	1,950	199	95	0	0	4,200	4,250	589	469	453	349	348	244	140	35	0	0
1,950	1,975	203	99	0	0	4,250	4,300	598	478	461	358	356	252	147	43	0	0
1,975	2,000	207	102	0	0	4,300	4,350	607	487	468	367	364	260	155	51	0	0
2,000	2,025	211	106	2	0	4,350	4,400	616	496	476	376	372	268	163	59	0	0
2,025	2,050	215	110	6	0	4,400	4,450	625	505	484	385	380	275	171	67	0	0
2,050	2,075	219	114	10	0	4,450	4,500	634	514	492	394	388	283	179	74	0	0
2,075	2,100	223	118	14	0	4,500	4,550	643	523	500	403	395	291	187	82	0	0
2,100	2,125	226	122	18	0	4,550	4,600	652	532	508	412	403	299	194	90	0	0
2,125	2,150	230	126	22	0	4,600	4,650	661	541	515	421	411	307	202	98	0	0
2,150	2,175	234	130	25	0	4,650	4,700	670	550	523	430	419	315	210	106	1	0
2,175	2,200	238	134	29	0	4,700	4,750	679	559	531	439	427	322	218	114	9	0
2,200	2,225	242	138	33	0	4,750	4,800	688	568	539	448	435	330	226	121	17	0
2,225	2,250	246	142	37	0	4,800	4,850	697	577	547	457	442	338	234	129	25	0
2,250	2,275	250	146	41	0	4,850	4,900	706	586	555	466	450	346	241	137	33	0
2,275	2,300	254	149	45	0	4,900	4,950	715	595	562	475	458	354	249	145	40	0
2,300	2,325	258	153	49	0	4,950	5,000	724	604	570	484	466	361	257	153	48	0

1950 Mileage Marathon

An Achieved Distance of 134.18 Miles Per Gallon was Reached In The Wood River Research Laboratory's Seventh Annual "Mileage Marathon", Despite October Winds and Heavy Town Traffic.

LABORATORY Director R. J. Greenshields drove his car 134.18 miles on a gallon of gasoline to win first place in the "Mileage Marathon" conducted annually by employees of the Research Laboratory at the Wood River Refinery. Greenshields' latest distance victory, his fifth, does not equal the record 149.95 miles per gallon he achieved last year. In other years, however, Greenshields had not encountered the stiff winds and heavy town traffic that hindered all the Marathon's laboratory contestants this year.

This year was the first time that the Marathon was held in October. Anticipating a change in seasonal conditions, Greenshields put a new plexiglass hood on his three-year-old Studebaker, to make the car's upper surfaces less resistant to winds. He also streamlined the front bumper and grill area, together with that of the car's under-carriage, to eliminate more wind resistance. Thus, a new body line appeared where the Studebaker's lower sections were covered with plastic cacooning material.

The two changes which Greenshields made in the body lines and weight of his car were in addition to other fundamental changes he has made during past years of racing in the Marathon's Special Cars Division. This Division is governed by rules which permit major body and engine revisions. Radical innovations, however, are not permitted by contest rules governing the Marathon's second competitive section, the Stock Cars Division. In this Division the rules permit only minor adjustments in the cars' engines.

The Stock Cars' competition was won by the team of Maurice V. Reedy and Elmer A. Isringhaus. They maneuvered a 1947 Nash to 79.27 miles per gallon over the specified course of 14.53 miles, surpassing 18 other teams and individuals. Reedy and Isringhaus also entered a Ford of uncertain vintage in the Marathon's race of special cars, and earned a 4th place record in that division.

The team of David L. Berry and F. Carl Schuette took second place in the Special Cars Division when their

Laboratory chemists confer on gasoline allotments for contestants (upper left). One contestant is passed by a bicyclist on an in-town stretch (upper right). Chemist L. C. Jones' daughters, Susan and Sally, watch the Marathon's data board (left) for race results.

The Marathon's First Open House included a picnic lunch (upper right). Contestants' mileage records were worked out on judges' slide rules (lower left). Engineer W. D. Sims and his family celebrate his 3rd place position among special cars (lower right).

< Miss Mary Behm and Miss Mildred Myer receive a consolation prize from Refinery Manager H. D. Dale. The team-mates placed 13th in the Stock Cars Division.

(Left to right) Elmer A. Isringhaus and Maurice V. Reedy, Stock Cars Division winners, and R. J. Greenshields, Special Cars Division winner, are shown displaying their trophies from this year's Mileage Marathon.

Chevrolet drove 118.51 miles per gallon. Second place in the Stock Cars Division was made by the team of C. A. Phalen and J. J. Smialek who achieved 68.47 miles per gallon in a 1949 Plymouth.

The Stock Cars Division also included four teams of women drivers. Miss Twila E. Land and Miss Charlotte C. Van Horne geared their 1941 Studebaker Champion to a 53.05 mileage distance on a gallon of gasoline to reach 15th place among the stock cars. Miss Bonnie W. Long and her teammate, Mrs. B. W. DeLong drove a 1950 Buick Super 23.39 miles per gallon distance, to fill in the 19th place among stock cars.

Contestants generally agree preparations such as the following helped their distance achievements: 1) Rings, main and rod bearings were renewed and cylinders reconditioned six months prior to the race; 2) New valves and valve guides were installed, and new valve sets refaced about six weeks prior to the race; 3) Engine cylinder heads were removed and deposits thoroughly cleaned from the valves, pistons, block and cylinder heads, the week of the race; 4) Electrical systems' distributors were overhauled and new points and condensers installed; 5) Spark plug electrodes were polished.

Reedy and Isringhaus list other minor changes which made even the Stock Cars Division something of a specialty race: 1) Carburetion changes included the removal of the accelerator pump and installation of a lean jet; 2) Radiator grill was covered to maintain high engine temperatures; 3) Basic spark timing in the electrical system was advanced to fastest idle; 4) Air cleaner was removed; 5) Standard 616 tires were filled with 50 pounds pressure, to decrease road friction.

The first Marathon Open House was held this year. Wives and children were invited to see where "Dad" works. Then, friends and relatives of the contestants formed temporary family headquarters, listening posts, and communications lines along the streets of the Marathon's in-town course. Before the race, children clamored over the cars, curiously inspecting their mechanical innovations. One boy paced the course on a bicycle to get the "feel" of the race.

The scientists' holiday climaxed months of gruelling preparation. Most Marathon contestants repeatedly made the traditional pre-race secret test-runs over the course. Each run required a carefully plotted tactical offensive against traffic signals, stop signs, railroad crossings and hill-acceleration and coasting.

Although this year's Marathon has just been run, contestants already are planning and talking about their tactics for the 1951 competition.

Chemist C. F. Zimpel (below) checks one Marathon contestant's gas consumption. Slide rule computers previously had determined fractionally the allotment of Shell Premium Gasoline to be used by each car in the Marathon's two divisions.

W. M. UPCHURCH, JR.

H. K. O'GARA

F. W. STECKMEST

J. N. WILSON

Shell People In The News

W. M. Upchurch, Jr., has been named Manager of the newly formed Employee Publications Department in the New York Head Office. Created in recognition of the steadily increasing importance of providing informational material to all Shell employees, the new Department will function in cooperation with the Personnel and Industrial Relations Departments.

A graduate of Duke University where he received A.B. and LL.B. degrees, Mr. Upchurch left the administrative staff of that University in 1942 to join Shell Development Company as Personnel Director. He entered the Navy in 1944, returning to the Shell Development position in 1946 and served in that capacity until the time of his new assignment.

H. K. O'Gara has been appointed Assistant Manager of the newly-created Head Office Employee Publications Department. A graduate of the University of London, Mr. O'Gara joined Shell Oil Company in 1936 as a clerk in the Marketing-Advertising Department in St. Louis. He subsequently served there in the Transportation and Supplies, and Public Relations Departments prior to moving to New York Head Office as Office Assistant to the President in 1940. He was transferred to the Personnel Department and named Editor of SHELL NEWS the following year. In 1946, after a four-year military leave of absence, Mr. O'Gara was appointed Manager of the Employee Publications Division.

F. W. Steckmest has been appointed Personnel Director of Shell Development Company, Emeryville, California. A graduate of the University of California, Mr. Steckmest saw service with the United States Navy during World War II, being commissioned a Lieutenant. On returning to civilian life, he resumed his industrial career and in 1947 came to Shell Development Company as an Assistant Personnel Director.

J. N. Wilson has been appointed Head of the Physics Department at Shell Development Company, Emeryville, California. He is a graduate of the University of British Columbia, and holds a Ph.D. from the California Institute of Technology, where he also was a member of the faculty. Mr. Wilson began his Shell career in 1943 as a chemist at the Emeryville Laboratories. In February, 1950, he became Assistant Head of the Physics Department, the position he occupied until his recent appointment.

Specialist In Japan

A Shell Development Research Chemist, Who Served Two Years as an Advisor in the Occupation of Japan, Tells of His Observations

Japanese logging operations, like that above on eastern Hokkaido, are threatened by a 20-year timber famine due to lagging reforestation.

By DANIEL B. LUTEN, Jr.

WITH the recent shift of our attention to the Far East, there are many reasons why Japan, as well as the immediately critical continental areas adjacent, should interest us. Possibly five thousand American families are living in the mountainous Japanese islands.

I flew to Tokyo in June 1948, on a special leave of absence from the Emeryville Laboratories of Shell Development Company to fill a position in NRS GHQ SCAP, that is to say in the Natural Resources Section, one of the special staff sections of General Headquarters of the Supreme Commander of the Allied Powers; i.e., a job under MacArthur. The special staff sections are concerned with the social and economic condition of Japan. The position itself was fascinating—with responsibility for policy recommendations in the transitional areas among agriculture, fisheries, forestry, and mining, and in some instances there was need to deal with groups concerned with other aspects

At the small village of Sangyo, artists (above) carry on the traditional Japanese trade of hand painting china.

Fishermen launching their small craft in the surf (above) are part of a thriving, important Japanese industry.

of the Japanese post-war economy.

I landed at Haneda Airport between Tokyo and Yokohama, noted for being the place where important people are met by General MacArthur. (He didn't make it this particular morning). At first sight, Tokyo seemed much like any large city that has come onto hard times. Upon better acquaintance, it has an infinite variety of facets. By skillful management, a novice can be persuaded that Tokyo is a burnt out hulk, a thriving commercial city, a city of shacks, a city of beautiful homes, a western or an eastern city —even a war boom American city. It can also look like a large Japanese city.

For the next three months I was billeted at the Dai Iti Hotel, famous in Occupation legend. During this time I was subjected to an intensive orientation—and it was not occidental. Most of it was directed toward acquiring an understanding of the Japanese resources situation ("plight" is a better word).

Upon Japan's surrender, the Potsdam Agreement limited the country to the four main islands and such minor islands surrounding them as lie north of 30° North Latitude, except for the islands immediately north and northeast of Hokkaido. These last are now Russian territory. The four main islands, from north to south, are Hokkaido, Honshu, Shikoku and Kyushu. If laid along the United States eastern seaboard, they would reach from Maine to Georgia. Except for rainfall, the two areas are climatically similar. Tokyo's weather closely resembles that of Philadelphia or Washington, D. C., with a very warm and humid summer, frosty winter, and beautiful spring and autumn. Rainfall is generally heavier in Japan than in the United States, ranging up to 200 inches annually in a limited area south of Kyoto on Honshu.

ABOUT THE AUTHOR

Daniel B. Luten, Jr., a graduate of Dartmouth College and holder of a Ph.D. in Chemistry from University of California, first joined Shell as a chemist at the Martinez Refinery in 1935. Now with the Organic Synthesis Department of the Emeryville Laboratories of Shell Development Company, Mr. Luten has been a research chemist at Emeryville since 1936, with the exception of the two years leave of absence in Japan which he has described in the article on these pages.

The total area of 142,000 square miles is about the same as California. If this land is to support today's population of 84 million, the burden is about 600 persons per square mile. This does not seem extreme at first sight, for many areas of western Europe have achieved reasonably satisfactory living standards with equally dense population. However, those are in flat countries and Japan is fantastically mountainous. Only one-sixth of the country is cultivated and the land available for additional cultivation is sharply limited. Accordingly, the population may also be reckoned as 3,500 persons per square mile of *cultivated* land.

The pressure exerted by such a population on the land permits cultivation of only the highest yielding crops. There is little land for luxuries, including products such as beef, pork and mutton. Rice is grown on all land that can be irrigated; wheat and barley make winter crops on all rice land that can be drained and is not snow covered. Sweet and white potatoes and soybeans are raised on non-irrigated land, with limited amounts of other vegetables and fruits. Fortunately, Japanese waters are rich in fish—supporting the largest fishing industry of any nation. In consequence, the staple Japanese diet is rice and fish.

Most of the uncultivated land is in forests. But demands of recent years and a lag in reforestation have brought Japan to a position of facing

Gasumaki, wood chips used as auto fuel in petroleum-short Japan, are sold by the basketful in the driveway of a former Shell service station. The Shell sign still hangs on pole.

not only a timber famine for the next score of years, but threats of disastrous erosion and flood damage.

Mineral wealth is extremely varied, but with few exceptions is not adequate. Coal is adequate, but petroleum production is only 10 per cent of consumption. Only half the steel capacity can be met with domestic ore. Fertilizer minerals are absent, a serious deficiency in a country where higher crop yields are needed. Of the lesser minerals, only zinc can be produced in excess of requirements.

Four or five small catcher ships, like the one above, accompany big whaling factory ships on 20,000-mile whale-hunting expeditions to the antarctic.

Long before I had grasped the resources situation, I was traveling through northern Honshu and Hokkaido (it was August, there was little incentive to go south), usually with technical specialists of the Natural Resources Section and a group of Japanese interpreters, technologists and government officials. Daytimes were spent inspecting every sort of activity in the field: forests, nurseries, plywood mills, crops, land reform progress, reclamation of forest land for agriculture, even a "better baby" contest. "Population is certainly the common denominator of all resources problems." It was important to sense every observable item and coordinate them all to build a coherent understanding of the country. For months I suffered mental indigestion from this sort of gorging.

All this background was invaluable in the work of the next eighteen months, which included conducting a technical revision of a comprehensive survey of the Japanese resources situation, coordinating the work of visiting experts in human ecology (the relation between what people need and what they can get from their land), negotiating agreements for the procurement of fertilizer raw materials, seeking and trying to eliminate the bottlenecks in synthetic nitrogen fertilizer production.

The orientation procedure was well under way when word reached me through channels that my family's arrival could be expected in the not too distant future, and that I was eligible to "draw" a house. I was singularly fortunate in the time of my arrival for it was the only time during the Occupation when adequate housing was available. I got a reasonably attractive Japanese version of a western house. Unfortunately, our children, when they arrived, did not take to the Japanese language. Reputedly, Occupation children learn the language immediately and serve as interpreters for their parents. The seven-year-old daughter of a friend of ours was known by the neighbors as the "blonde Japanese." The failure of our children to pick up the language was caused in part by the fact that the Japanese children who played with them were intent on testing their English on the American kids.

Army Maps Aid Travel

Our car was shipped to us shortly after we obtained quarters and we took to the road—the left side of the road. Driving down the left side of the road is simple enough once you convince yourself the oncoming car is not going to lose *its* courage at the last moment. The problem of finding one's way around Tokyo was eased by maps and directional signs produced by the Army Engineers. For country driving, there was also English markers on the main highways. The chief obstacles were chuckholes in the macadam—Japan can't yet afford to import much asphalt—and the many people on the road. On side roads the direction markers were in ideograms, but the Engineers' topographic maps translated them.

Tokyo life has been simplified for Occupation personnel by the U. S. Army, strange as its methods may seem at first encounter. Commissary, PX, utilities and other services are available and far more convenient than tracking things down in the Japanese markets. (Too, Occupation personnel were discouraged from eating Japanese food because American purchases in the markets would have been another inflationary pressure.) The Occupation commissary was virtually a supermart; the PX was a department store, though somewhat erratic in its stock. Prices on many

items were lower than in the United States, presumably because rents and wages of Japanese clerks were paid by the Japanese government in partial return for the several hundred million dollars worth of food, fertilizer, petroleum, and related items we have supplied them annually since the surrender.

When we traded our house for one in "Washington Heights," a large westernized housing development built for Occupation personnel, we found ourselves immediately across the street from the commissary, PX, movie, dispensary, chapel and only a block from the club. While it can be truthfully said that this is not life in a foreign country, there are compensations. Thus Army wives who didn't like any place but Texas could play bridge together for two years and consider themselves in Texas all the time. (Certainly there were enough Texans in the Army to lend support to such a pretense. The first words of our own three-year-old when we sailed in through the Golden Gate were: "Mommy, is that Texas?") On the other hand, people interested in Japan found their domestic problems so simplified that they had ample time for travel and investigation.

Our contacts with the Japanese people were limited mainly by language barriers. Broadly, however, one cannot escape the conclusion that they are only people. The traditional differences fade out on closer contact. Thus, their emphasis on duty rather than, say, pursuit of happiness either seems to have been diluted by increasing contact with the west or to have been exaggerated in the past. Again, their imitativeness and lack of originality stem on close examination from the objective of catching up with western technology. The accusation that they have no regard for their fellow man seems to be more a characteristic of any people in crowds rather than in geographical locale. I do not wish to imply that these differences are fictional, but rather that they make sense in the environment in which they are found.

It is, of course, entirely plausible that one's ability to distinguish the Japanese as individuals increases as one lives among them—to the point where every day on the street you see some complete stranger who reminds you in some way of a close friend at home. A little reflection on this matter has led me to the conclusion that it is a simple psychological question and an entirely reasonable phenomenon.

Two years is not long enough to understand a country. However, by the time of our return we had been there long enough to be impressed forcibly with the importance of a thorough understanding of Japan, its people, and its problems, no less than those of continental Asia. Japan is possibly one of the most significant areas in the world so far as the social revolution of the 19th and 20th centuries is concerned.

Mrs. Luten (above) was snapped at a Fujiya hotel. She and her three children had joined the author in Japan.

Rice, together with fish, is staple diet in Japan because of its high yield per acre. Seedlings are being transplanted by the Japanese farm woman (right) to form a field like the one shown in the background.

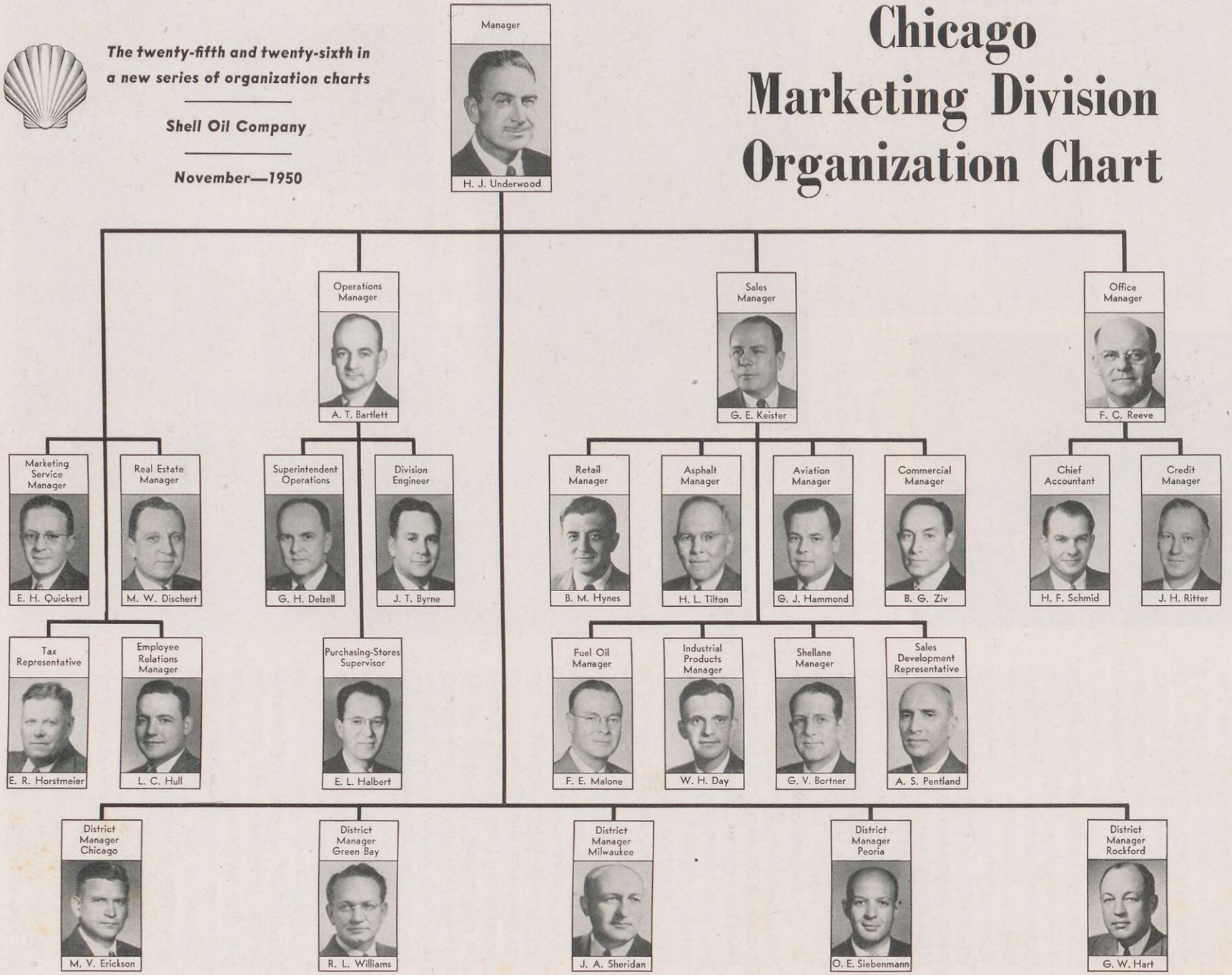
The Luten children, second, third and sixth from left (below) pose on the steps of their home with an American, left, and local friends.

The twenty-fifth and twenty-sixth in a new series of organization charts

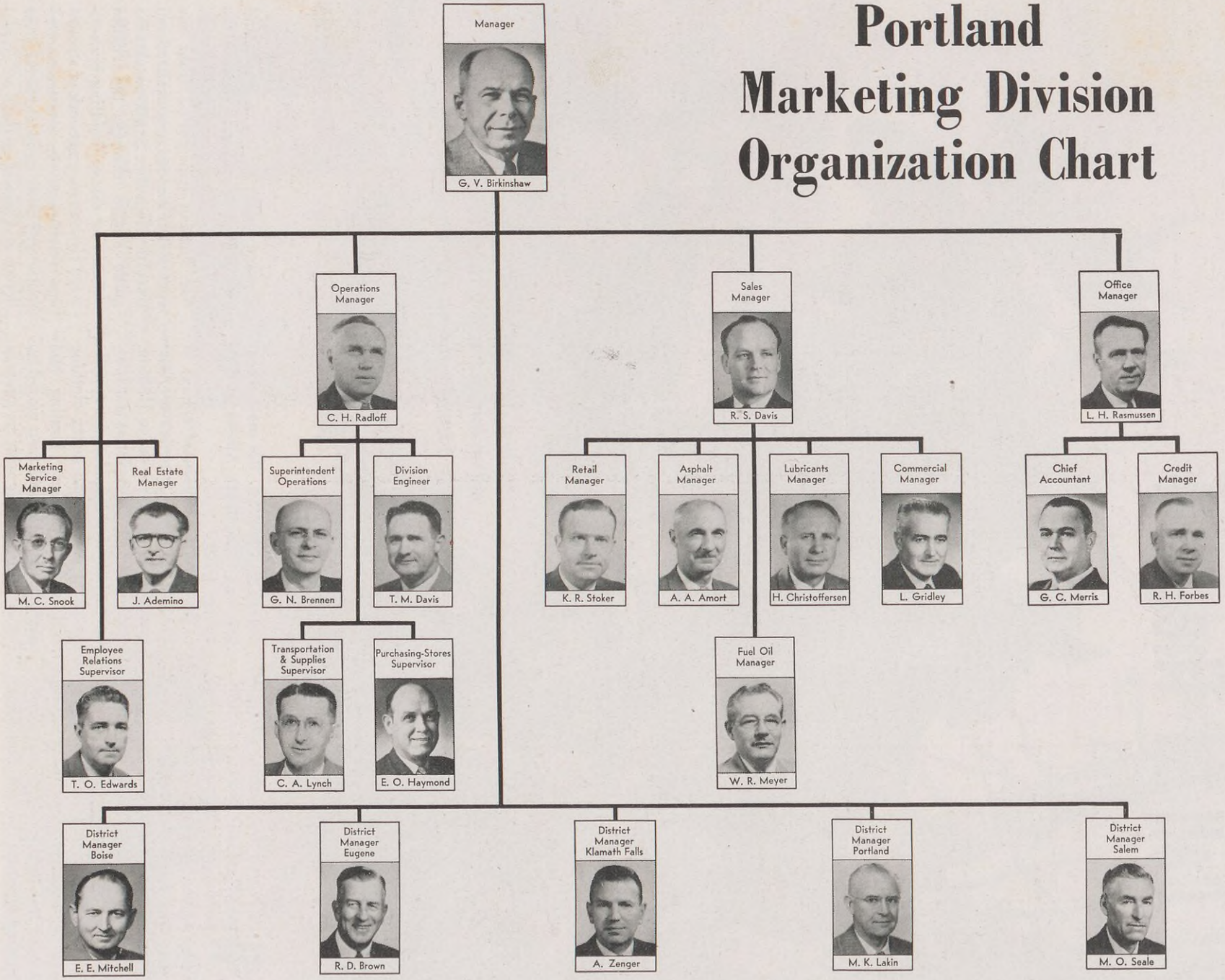
Shell Oil Company

November—1950

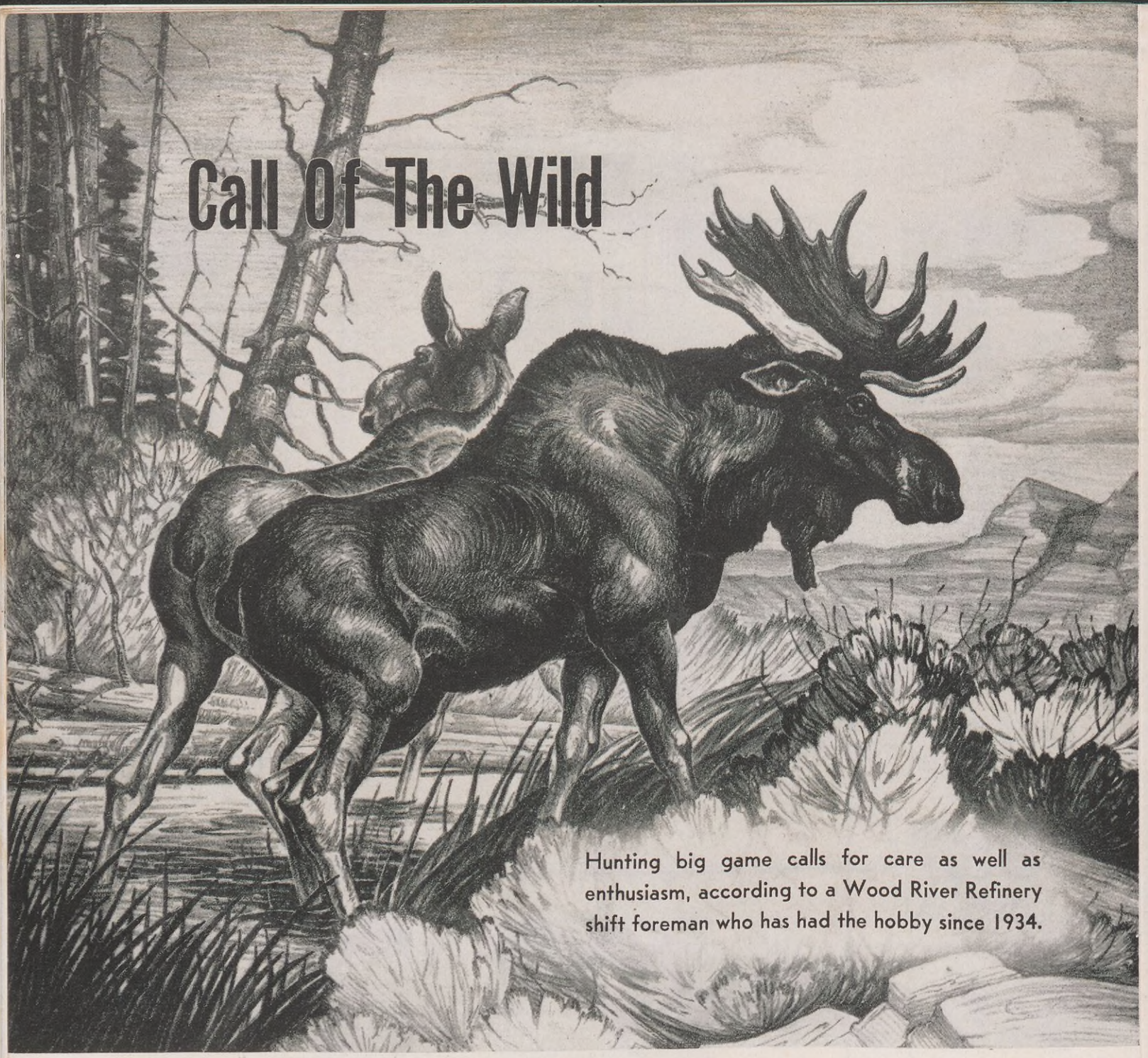
Chicago Marketing Division Organization Chart



Portland Marketing Division Organization Chart



Call Of The Wild



Hunting big game calls for care as well as enthusiasm, according to a Wood River Refinery shift foreman who has had the hobby since 1934.

"WHEN you are hunting moose," says Harold O. Smithson, Shift Foreman in Wood River Refinery's Lube Oil Department, "make every shot count. A wounded, charging moose can do a lot of damage!"

A big game hunter ever since he made his first hunting trip to Canada in 1934, Smithson has stalked moose, bear and other game in Canada, Alaska and Mexico and in his favorite hunting grounds in the Flat Head Forests of Montana. His most recent trip was to Southern Alaska in September 1949.

Harold's description of a hunt in Canada typifies his experiences. After traveling by rail and car to Hudson, Ontario, which was as far as transportation facilities extended, he supplemented his guns and heavy clothing with other necessary hunting and camping supplies and then moved on by airplane. He flew with his guide to a point about 175 miles north and east of Hudson and came down in the wilds of the Canadian North Woods. The hunting trip started from this spot. Heavy wooded areas so hindered travel by foot that Smithson and his guide hunted through the rugged country by canoe. Paddling back toward Hudson on a network of streams and waterways, the hunters spotted moose and other game along the river banks, and inland on their occasional

jaunts into the surrounding woods.

Big game hunting, according to Smithson, is as much planning and work as sport. Moose meat and venison, for example, must be disposed of, since it is unlawful to leave a whole moose or deer carcass in the woods. Thus, after an animal has been brought down, it must be skinned and quartered on the spot. The meat must be brought back to town without delay so that it can be processed and put in cold storage.

One of Harold's most interesting hunting trips was made to the state of Chihuahua, Mexico, in September of 1937. It was on this trip that he bagged a jaguar, the one pictured with the bears on this page. Starting from Juarez by truck, he traveled about three hundred miles to a winter camp. The land there was rough and hilly, comparable to range land in the western part of the United States, so that trips to the hunting field had to be made on horseback.

Hunting trophies from various expeditions are stored in a spare room of Harold's home in Wood River. Prepared by professional taxidermists, every skin is cleaned, treated and lined on the underside. The heads are left attached to the skins and are preserved. Their realistic appearance causes much comment from visitors to the Smithson home.

Smithson's trophies include both deer head and deer feet (see gun holders at right). He uses a 30-06 caliber rifle to bring down the larger animals. >

H. O. Smithson by the head of a moose he shot on the Kenad peninsula of Alaska. The head weighs over 200 pounds; the racks have a 63-inch spread and 30 points.

The lower skin is a grizzly bear. Above, left to right, a grizzly bear, black bear, brown bear and a jaguar. Smithson shot the black and brown bears in Ontario, Canada, the grizzlies in Alaska and the jaguar in Mexico. >

Synthetic Resin Plant Opens

EPON, Tough and Flexible Ingredient of Surface Coatings and Other Plastic Applications Will Flow from a New Unit This Month at the Shell Chemical Corporation's Houston Plant.

SHELL products have been incorporated into many household and industrial necessities for years, but their application will be broadly expanded this month with the opening of a new EPON plant at the Shell Chemical Corporation installations at Houston. EPON is a trade name for a new series of synthetic resins used in the manufacture of surface coatings and other plastic applications—which means the product will find its way into most everything around the house and office.

As in the case of many other Shell products, the construction of the Houston plant followed several years of investigation into the quality, manufacuring processes and marketing potentials of the new resins.

EPON had actually been manufactured since World War II by Devoe & Raynolds, one of the country's oldest and best-known paint companies, with Shell Chemical supplying a major raw material, epichlorohydrin. Its striking properties and promise of wide application led Shell Chemical to obtain a license to manufacture EPON. Shell Development Company cooperated with Devoe & Raynolds in research to broaden the industrial uses of the product; such work is

also being carried out at Shell Chemical's Technical Service Laboratory in Union, N. J.

The outstanding characteristics of EPON resins are their adhesive quality, flexibility, and chemical resistance. The adhesion and chemical resistance make them important ingredients of primers for use on household appliances such as washing machines, ironers, driers and refrigerators. The combination of properties has also led to their use in finishes for farm and dairy equipment, tools and tool boxes, filing cabinets and duplicating machines. Their outstanding flexibility has resulted in their use in can, drum and bottle cap coatings, where the metal is rolled and crimped after it is coated. In such applications the chemical resistance also provides coatings which prevent contamination of a wide variety of foods, beverages, and chemicals. EPON resin coatings are also meeting the rigid chemical resistance required for coating tank cars for chemical service, drill pipes for oil wells, and air conditioning equipment. Finishes for metal awnings and window frames are among the uses where durability is important in addition to the other properties. Toughness is another characteristic which will find EPON being applied for making spar and floor varnishes highly suitable for gymnasium and dance floors, sink tops, stairs, cement floors and wherever else severe wear is encountered.

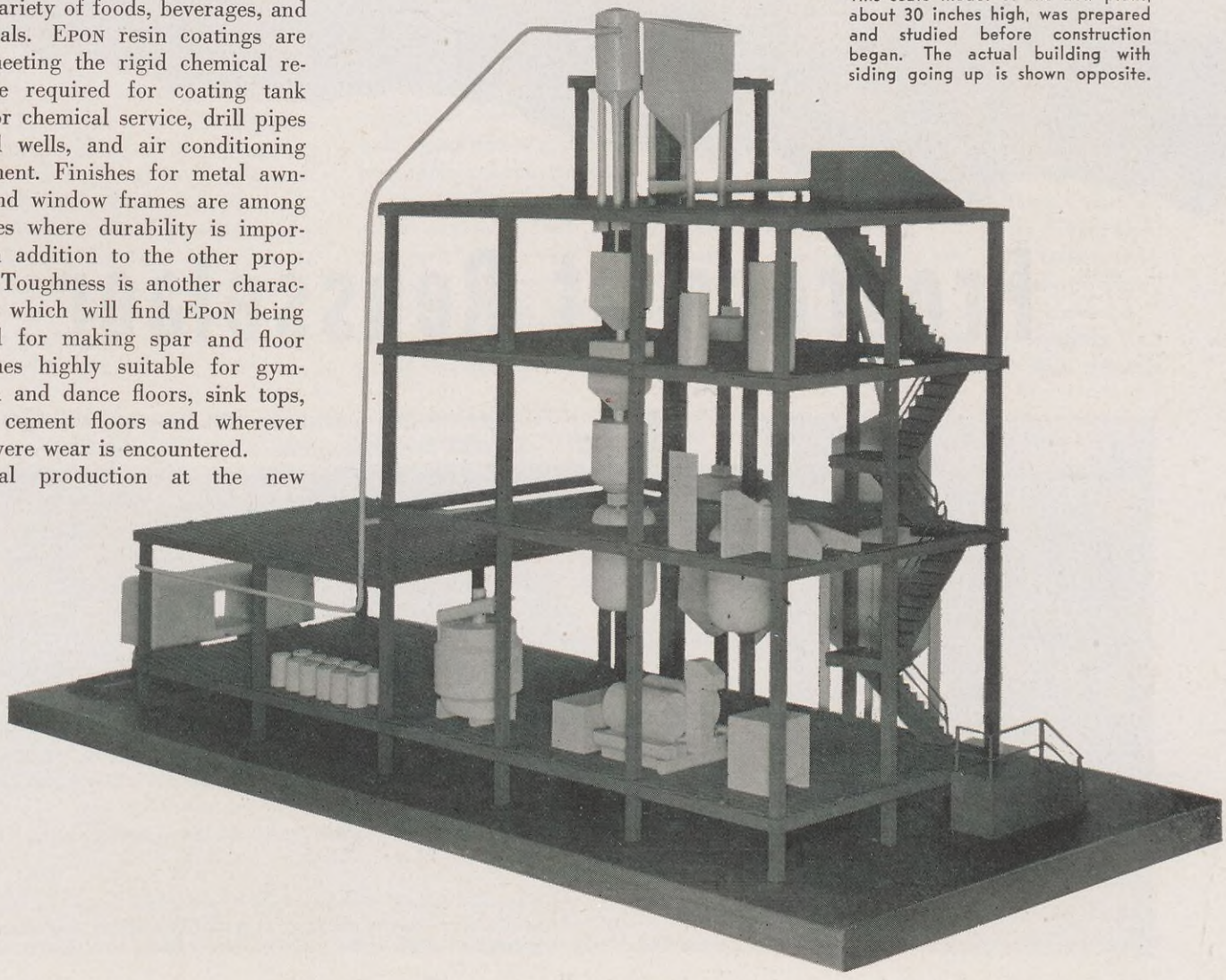
Initial production at the new EPON plant will concentrate on resins for varnishes and surface coatings. But the plant facilities are such that the fields of application can be broadened.

The plant itself follows the standard construction pattern for resin manufacturing, being three stories high and using gravity flow as much as possible. The building, with a floor area of approximately 4,500 square feet, is about 50 feet long, 30 feet wide, and 50 feet high. A 30 by 40 foot warehouse adjoins it.

Raw materials are pumped from another section of the chemical plant or lifted by elevator to the top floor. There they are measured and charged to either of two kettles which extend down through the second floor. The entire reaction takes place in the kettles, with operators watching every phase through viewing ports to control it. The completed resins, in four basic grades, then flow to the first floor of the plant for cooling and preparation for shipment.

Most EPON resins are pale amber solids. Others have the consistency of thick molasses.

Coincident with the beginning of production, Shell Chemical launches a nation-wide advertising campaign this month to tell about EPON resins in well-known trade journals. A special exhibit was also arranged in the annual Paint Show which opened in Chicago November 9 under the sponsorship of the Federation of Paint and Varnish Producers' Groups.



This scale model of the new plant, about 30 inches high, was prepared and studied before construction began. The actual building with siding going up is shown opposite.

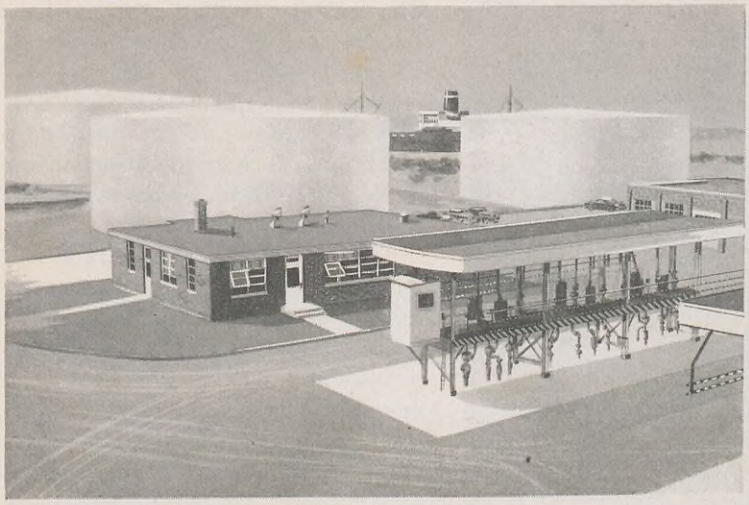
Progress at Rensselaer

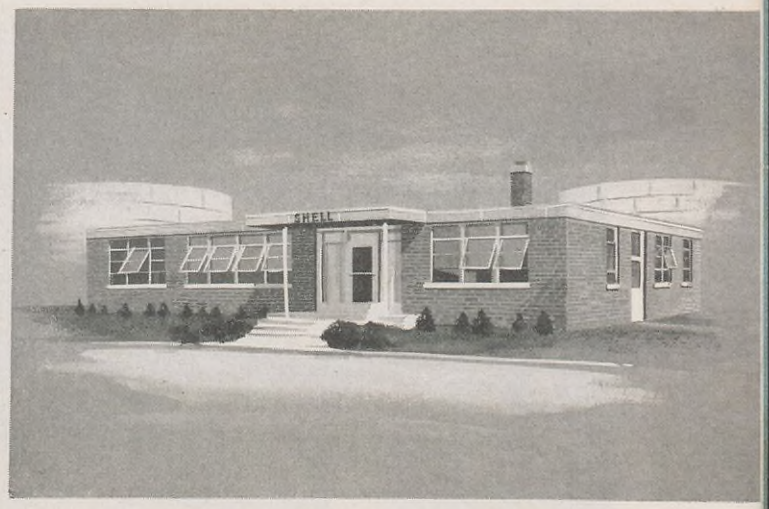
DEDICATION ceremonies held during Oil Progress Week (October 15-21) climaxed the modernization and expansion program of Shell's Marine Terminal at Rensselaer, New York. Started two years ago, modernization of the terminal is another step forward in the Company's nation-wide effort to maintain efficient distribution of products. Such improvements as a new office building, warehouse, loading rack, electrical and foamite building, and substantially increased storage facilities make Rensselaer a prize example of efficiency in petroleum distribution.

The terminal site, a 20-acre rectangular plot which includes 440 feet of river frontage, was acquired in 1929. By 1940, bulk storage facilities approximated 214,000 barrels. The plant has rapidly expanded during the past few years and when the terminal's 22nd storage tank was completed in October, 1950, the total storage capacity of the plant almost tripled that of 1940.

Located two miles below Albany on the east bank of the Hudson

Fork lift trucks are used to handle packaged goods and drums in the new warehouse. Ramps lead from the drum room to the paved area outside enabling truck operators to take loads of drums on pallets to the loading rack for filling with special products.





The new loading rack (left) in the terminal yard can accommodate four trucks at one time. The new office building (right) houses the superintendent, his staff and the cashier at the rear, close to yard personnel. Salesmen have their offices at the front facing the parking area and street. The Rensselaer District Manager also has an office here.

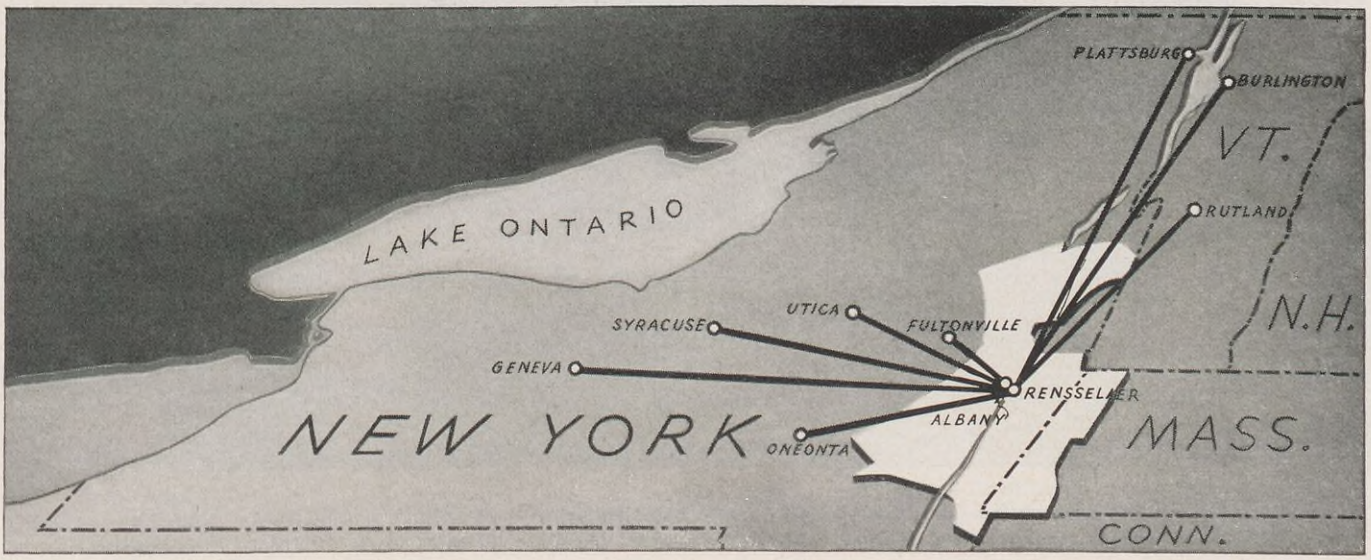
River, the Rensselaer Terminal is ideally situated to receive petroleum products in large tanker quantities. Regular gasoline, premium gasoline, domestic heating oil, Dieseline and kerosene constitute the great volume of bulk products handled, and are received by tanker from the Houston and Norco refineries after stopping at Sewaren Terminal in New Jersey. Upon arrival at Rensselaer, the tankers berth at a wharf just below the terminal and discharge into storage tanks through four 8″ shore lines. Modern pumping equipment accomplishes the job at the rate of over 3,000 gallons per minute.

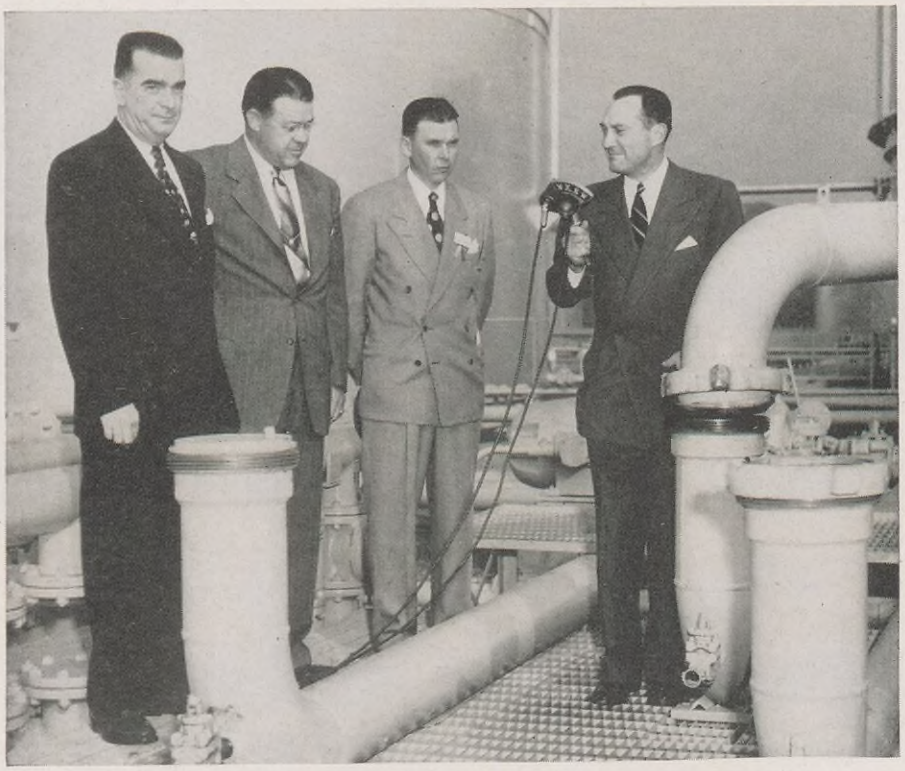
Products such as mineral spirits and other naphthas arrive by barge from Sewaren Terminal. Several grades of aviation gasoline will also be added to this group in the near future. These products, as well as certain lubricating oils which are received by rail and truck, arrive in bulk quantities and are kept in storage tanks. Some products such as motor oils, anti-freeze and numerous others arrive already packaged and are stored in the new terminal warehouse.

Aside from the fact that no products are shipped out by tanker, outgoing shipments are much like those coming in. There is considerable barge traffic out of Rensselaer. Gasoline, fuel oil, kerosene and several other products are pumped from storage tanks through pipe line to Shell's docks, where two barges can be loaded at once. Pumps drive products into barges at the rate of more than 1,000 gallons a minute. From Rensselaer, products go by barge through the Mohawk Canal to such points as Fultonville, Utica, and Syracuse, New York; and up through Lake Champlain to Plattsburg, New York, and Burlington, Vermont.

The terminal also has facilities for loading tank cars and tank trucks.

Shell customers within the white area on the map below are serviced by Rensselaer's fleet of modern trucks. Rensselaer Terminal also operates as a supply point for several other Shell-operated bulk depots and terminals shown on the map.





J. G. Jordan (right), Marketing Vice President, Shell Oil Company formally dedicates the modernized terminal as W. J. Hannan, Albany Operations Manager, H. M. Bailey, Albany Division Manager and L. M. Raymond, Terminal Superintendent (left to right) look on.

The tank car loading rack can handle ten cars at one time, with rail shipments from the terminal averaging about 100,000 gallons a day. Products are moved to Shell bulk plants such as those at Oneonta, New York, and Rutland, Vermont, by both rail and truck.

The new truck loading rack can handle four trucks simultaneously, loading the terminal's largest, a 5,000 gallon capacity semi-trailer, in 12 minutes. A unique feature about truck operation at the terminal is the fact that trucks are operated on an average of 22 hours a day, making garage facilities for the most part unnecessary. In cold weather, under-the-hood heaters offer protection against freezing during those few hours when the trucks are not in use.

Improvement just completed at Rensselaer Terminal is tangible evidence of the progress that has been made in distribution methods. But this is not the end. Planning continues for still better performance in the future, because terminals such as this one provide important links in the petroleum distribution chain that reaches from the oil well to the consumer.

Fairchild Aerial Surveys, Inc.

This aerial photograph looking northwest shows Albany with the Hudson River in the foreground. Rensselaer Terminal is located approximately two miles below on the opposite riverbank.

They Have Retired

G. C. ALMON
Wood River Refinery
Distilling

R. D. BROWN
Portland Division
Sales

EARL DAY
Los Angeles Basin Division
Purchasing-Stores

VITALISSE DESLATTE
Norco Refinery
Engineering

J. O. DIVELEY
Wood River Refinery
Utilities

A. G. FUCHS
Wood River Refinery
Engineering

H. E. GLAYZER
San Francisco Division
Operations

M. M. GRAY
Wood River Refinery
Engineering

L. A. JONES
Sacramento Division
Sales

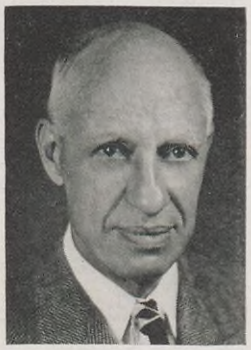
ARVID RIAN
Coastal Division
Purchasing—Stores

C. J. RICHARD
New Orleans Area
Production

H. A. SCHLOSSER
Chicago Division
Operations

P. A. SEAVERS
Los Angeles Regional Office
Production

F. N. WEST
Wood River Refinery
Railroad Section



W. H. WOODWARD
Boston Division
Operations

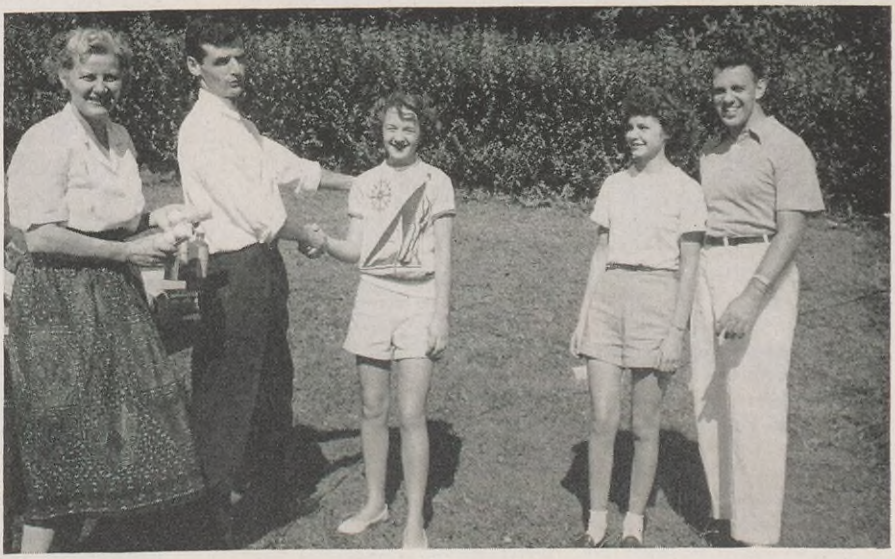
coast to coast

V *Harold Haliday Costain*

Sports for adults and children alike entertained employees and guests of New York Head Office at their September 16 Field Day at American Legion Post No. 52 in Scarsdale, New York. Over two hundred attended the get-together which also included a buffet supper, an informal dance and a children's center for Donn Gross (below) and about twenty other children. The day's activities were capped by a search for "Miss Shell Manhattan of 1950." Participants in the beauty contest included, from left, Joan Dinzey (winner), Mary Norton (third place), Helen Goldfuss, Barbara Eberhart, Joan Llewelyn, Kathlene Cox, Joan Nilsen, and Janet Molten (second place).

< Among those attending Wood River Refinery's annual picnic were Shell pensioners (seated, from left to right) J. H. Kinder, A. Higgins, E. J. Becker, F. O. Graham, W. K. Clagg; (standing) W. I. Shattuck, H. Smith, J. G. Robinson, B. E. Beard, C. E. Mabb, Sr., W. T. Lovell, and J. T. Fitzgerald.

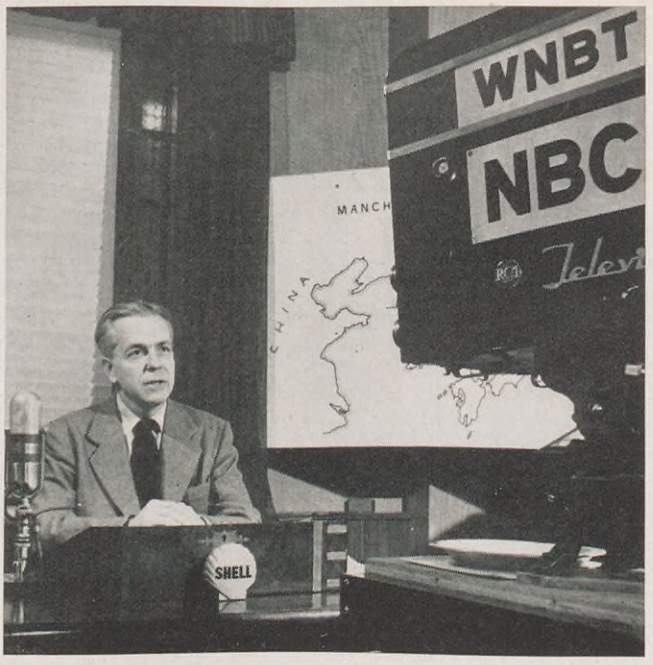
Shown at the annual picnic of the Cleveland Marketing Division Office are (from left) Esther Bentley, F. C. Gosewisch, newly elected Shell Employees' Club President, Ruth Schilman, a winner in the egg throwing contest, Dolly Toth and D. S. Meaden. >



The Houston Refinery and Chemical Plant Tarpons led the Houston Industrial softball League. Some of the players are (kneeling from left) Hollis Weatherly, Justin Armstrong, Johnny Johnson, Walter Cannon, Sam Matney, Donald Darbonne, Don Gates; (standing) Joe Kennerty, N. C. Crossman, Douglas Berger, Bill Ervin and H .D. Smith. V

Pictured at right are the Shell Employees Association officers for the Tulsa Exploration and Production Area for 1950-51.

Fireman-engineer C. L. Sanford (left) gives Operations Manager A. C. Jones special plant food for the floral arrangement of yellow marigolds and red zinnias which he recently presented to Detroit Marketing Division Office personnel.



Featuring Don Goddard as newscaster, Shell's first television program presents newsreel shots of national and local interest each evening from Monday through Friday at 6:25 P.M. over television station WNBT in New York City.

The hazardous egg-throwing contest (below) was a highlight of the recent picnic held by employees of Shell Development Company at Emeryville. Nearly 800 employees and guests shared the day's festivities at a Berkeley, California, park.

Service Birthdays

Thirty Years

C. C. BRADY
Norco Refinery
Engineering

L. B. DEAN
Seattle Division
Operations

A. K. MATHESON
Martinez Refinery
Engineering

C. ODLE
Tulsa Area
Gas

S. C. ROBERTS
Norco Refinery
Distilling

GEORGE SPARKS
Tulsa Area
Gas

E. C. TASTET
Norco Refinery
Engineering

S. E. WADLEY
Shell Pipe Line Corp.
Mid-Continent Area

Twenty-Five Years

ALONZO BELNAP
Martinez Refinery
Engineering

J. L. BOYD
Tulsa Area
Production

J. H. BRAUD
Norco Refinery
Engineering

P. S. BUTTERFIELD
Martinez Refinery
Dispatching

W. H. CARLTON
Cleveland Division
Marketing Service

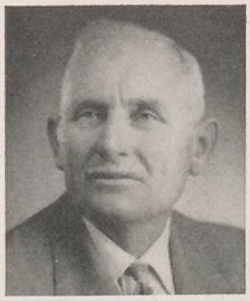
A. A. CHRISTENSEN
Shell Chemical Corp.
Dominguez

O. DERRINGTON
Houston Refinery
Utilities

B. M. DOWNEY
Shell Chemical Corp.
Houston-Manager

F. W. FORTNA
Sacramento Division
Operations

G. B. GRAHAM
Wood River Refinery
Engineering



O. J. GRAVES
Los Angeles Division
Operations

H. A. HEGSTRUM
San Francisco Division
Sales

O. R. HEROLD
Los Angeles Division
Marketing Service

RICHARD KEVERN
Martinez Refinery
Engineering

J. J. LANE
St. Louis Division
Marketing Service

J. W. LASTER
San Joaquin Division
Production

P. E. LEHR
Los Angeles Reg. Office
Production

F. A. McNABB
Wilmington Refinery
Pers. & Ind. Relations

E. F. McQUAIN
Tulsa Area
Production

O. G. McVICKER
Shell Pipe Line Corp.
Mid-Continent Area

M. T. MELLENTHIN
Wood River Refinery
Utilities

V. J. MELLOR
Wood River Refinery
Lubricating Oils

L. E. MILLER
Los Angeles Division
Operations

J. W. MOYER
Tulsa Area
Gas

P. S. NORTHEY
Los Angeles Basin Division
Production

R. H. NORTON
Seattle Division
Sales

J. W. PARKS
Shell Pipe Line Corp.
Mid-Continent Area

C. E. PRAHL
Wilmington Refinery
Catalytic Cracking

H. RAINBOW
E. & P. Research Lab.
Physical

T. R. RAMBO
Wood River Refinery
Automotive

H. J. ROBERT
Norco Refinery
Engineering

T. P. SAIZAN
Norco Refinery
Distilling

W. B. SANDERS
Shell Pipe Line Corp.
Texas-Gulf Area

G. J. SIMON
Norco Refinery
Engineering

E. L. STARKEY
Wood River Refinery
Cracking

E. L. STRUIF
Martinez Refinery
Cracking

J. M. STUART
Coastal Division
Production

R. E. SWEARENGIN
Martinez Refinery
Engineering

G. H. VAN HORN
Shell Pipe Line Corp.
Mid-Continent Area

J. C. WATERMAN
San Joaquin Division
Exploration

E. W. WHITE
Wood River Refinery
Cracking

J. M. WILHITE
Tulsa Area
Gas

R. J. WILSON
San Francisco Office
Marketing

D. F. WINTER
Sacramento Division
Operations

SHELL OIL COMPANY

Head Office

20 Years

J. L. Franz.....*Marketing*
A. A. MacKrille.....*Marketing*
J. W. McNulty.....*Marketing*
W. A. Sullivan, Jr.....*Manufacturing*

15 Years

R. W. Ellis.....*Treasury*
W. D. Gibson....*Transportation & Supplies*
H. W. McCulloch, Jr.....*Manufacturing*

10 Years

R. B. Ewell.....*Manufacturing*
Dorothy E. Fraser.....*Treasury*
Katherine R. Kaut.....*Treasury*
R. F. Repenning.....*Marketing*

Exploration and Production

HOUSTON REGIONAL OFFICE

15 Years

C. L. Herold.....*Exploration*

10 Years

J. L. Haliburton.....*Exploration*
J. P. MacEachern.....*Production*

HOUSTON AREA

20 Years

P. B. Hinyard.....*Exploration*

15 Years

R. J. Barthelemy.....*Exploration*

MIDLAND AREA

20 Years

C. A. Roberts.....*Gas*

15 Years

H. M. Nixon.....*Production*

10 Years

W. W. Hendricks.....*Treasury*
D. J. White.....*Exploration*

NEW ORLEANS AREA

15 Years

W. A. Boudreaux.....*Exploration*
R. G. Delano.....*Production*
J. J. Nastasi.....*Production*
H. O. Porter.....*Production*

10 Years

C. E. DeWitt.....*Production*
A. C. Horton.....*Production*
S. G. Verrett.....*Production*

TULSA AREA

20 Years

F. M. Mesojednik.....*Crude Oil*

10 Years

A. W. Carr.....*Production*
P. P. Overstreet.....*Gas*
C. C. Shirley.....*Production*
C. R. Taylor.....*Production*
M. L. Westover.....*Production*

LOS ANGELES REGIONAL OFFICE

COASTAL DIVISION

20 Years

J. F. Ross.....*Production*

LOS ANGELES BASIN DIVISION

20 Years

W. T. Thomas.....*Production*

PIPE LINE DIVISION (CALIF.)

10 Years

A .G. Haworth.....*Production*

SAN JOAQUIN DIVISION

15 Years

G. P. Schumacher.....*Exploration*
R. E. Sutton.....*Exploration*

Manufacturing

HOUSTON REFINERY

20 Years

J. B. Woodard.....*Treating*

15 Years

C. Eldridge.....*Engineering*
B. M. Garcia.....*Engineering*
H. J. Lewis.....*Engineering*

10 Years

E. Jones.....*Engineering*
E. Small.....*Fire & Safety*

MARTINEZ REFINERY

20 Years

J. D. Manau.....*Engineering*
E. J. Oliver.....*Compounding*

15 Years

C. R. Carter.....*Engineering*

10 Years

Frances C. Anti..*Personnel & Ind. Relations*

NORCO REFINERY

20 Years

L. J. Babin.....*Engineering*
J. Digirolamo.....*Engineering*

10 Years

N. J. Waguespack .....*Distilling*

WILMINGTON REFINERY

20 Years

K. W. Stocks....*Effluent Control & Utilities*
J. C. Taylor.....*Engineering*

15 Years

G. A. Lorenz.....*Administration*

10 Years

C. C. Newman.....*Engineering*

WOOD RIVER REFINERY

20 Years

E. Clary.....*Engineering*
C. E. Priest.....*Treating*
J. C. Willman.....*Engineering*

15 Years

N. F. Bast.....*Engineering*
E. F. Grant.....*Engineering*
W. E. Helmantoler.....*Engineering*
R. W. Mills.....*Railroad Section*
D. W. Neutzman.....*Lubricating Oils*
J. W. Ogg.....*Engineering*
V. L. Parkerson.....*Engineering*
L. P. Parson.....*Engineering*
C. E. Provow.....*Engineering*
C. W. Smith.....*Engineering*
L. K. Thompson.....*Engineering*

10 Years

W. P. Diefenbach.....*Control Laboratory*
E. E. Ernst.....*Dispatching*
D. J. Kirchhoff.....*Alkylation*
W. H. Lamb .....*Cracking*
R. B. Wohlert.....*Lubricating Oils*

Marketing Divisions

20 Years

H. A. R. Keiran...*Boston, Marketing Service*
J. F. Kelly.....*Boston, Operations*
C. Perry.....*Boston, Operations*
L. O. Davis.....*Chicago, Sales*
F. C. Barhoover
Cleveland, Marketing Service
R. W. Hurt .....*Indianapolis, Operations*
F. T. Lee.....*Indianapolis, Operations*
R. Somæs.....*New York, Operations*
F. P. Vreeswyck.....*New York, Operations*
W. H. Shaffer.....*St. Louis, Operations*

15 Years

L. Craven.....*Chicago, Operations*
K. C. Klome.....*Chicago, Operations*
G. C. Meyer.....*Indianapolis, Treasury*
L. A. Parson.....*Indianapolis, Treasury*
J. L. Titus.....*Indianapolis, Operations*
J. L. Hill.....*Minneapolis, Operations*
H. A. Grabley.....*New York Operations*
P. Sheridan .....*New York, Operations*
F. L. Click.....*Sacramento, Operations*
G. G. Flauaus..*St. Louis, Marketing Service*
G. O. Warren.....*St. Louis, Operations*
J. K. Fraer.....*Seattle, Marketing Service*
H. Marcus.....*Seattle, Operations*

10 Years

B. L. Moon.....*Atlanta, Marketing Service*
E. P. O'Donnell..*Baltimore, Marketing Service*
J. A. Widdifield.....*Baltimore, Operations*
S. Cupp.....*Boston, Treasury*
H. V. Goode.....*Boston, Operations*
S. I. Baggett.....*Chicago, Operations*
G. S. Simon.....*Chicago, Operations*
G. Neave.....*Detroit, Operations*
C. A. Kill.....*Indianapolis, Operations*
D. M. Lewis.....*Los Angeles, Operations*
I. N. Torrance....*Los Angeles, Operations*
P. E. Jannicola..*New York, Marketing Service*
E. W. Mellor.....*New York, Sales*
J. I. Seymour.....*New York, Operations*
C. H. Taft.....*San Francisco, Sales*
*J. A. Ungari....*San Francisco, Operations*
A. C. Hennefer.....*Seattle, Operations*
H. H. Miller.....*Seattle, Operations*
C. F. Turner.....*Seattle, Operations*

Products Pipe Line

15 Years

W. O. Bramel.....*Harristown, Ill.*
H. O. Gobble.....*Bradley, Ill.*

Agricultural Research Laboratory

10 Years

S. M. Woogerd.....*Modesto*

Sewaren Plant

15 Years

G. A. Hunt.....*Compounding*

10 Years

S. A. Zeller.....*Terminal*

SHELL CHEMICAL CORPORATION

20 Years

F. W. Durbin.....*Western Division*
D. R. Ferrier.....*Shell Point*
W. O. Geren.....*Torrance*
R. H. Hale.....*Shell Point*
H. O. Knoch.....*Shell Point*
M. N. Mendivil.....*Shell Point*
A. J. Sanchez.....*Shell Point*
P. G. Schmidt, Sr.....*Shell Point*
C. Simon.....*Shell Point*
J. M. Spowart.....*Shell Point*

15 Years

A. G. Thurman.....*Houston*

10 Years

E. Hood.....*Houston*
M. F. Karney.....*Houston*
W. F. Wilson.....*Houston*

SHELL DEVELOPMENT COMPANY

20 Years

D. James.....*Emeryville*
S. Moberg.....*Emeryville*

15 Years

E. G. Englebright.....*Emeryville*
C. M. Ringbom.....*Emeryville*
A. W. Ritchie.....*Emeryville*
E. J. Vohtz.....*Emeryville*

10 Years

A. H. Berg.....*Emeryville*
O. T. Bierwagen.....*Emeryville*
C. A. Converse.....*Emeryville*
D. B. Espy.....*Emeryville*
W. C. Hill.....*Emeryville*
O. S. Torgerson.....*Emeryville*

SHELL PIPE LINE CORPORATION

20 Years

R. F. Sayers.....*Mid-Continent Area*

15 Years

T. E. Cook.....*Bayou System*
R. D. Council.....*Texas-Gulf Area*

10 Years

R. L. Gest.....*Texas-Gulf Area*
L. J. Kirtley.....*Mid-Continent Area*
H. J. Kosted.....*Mid-Continent Area*
E. F. Ladd.....*Mid-Continent Area*

**On Military Leave.*

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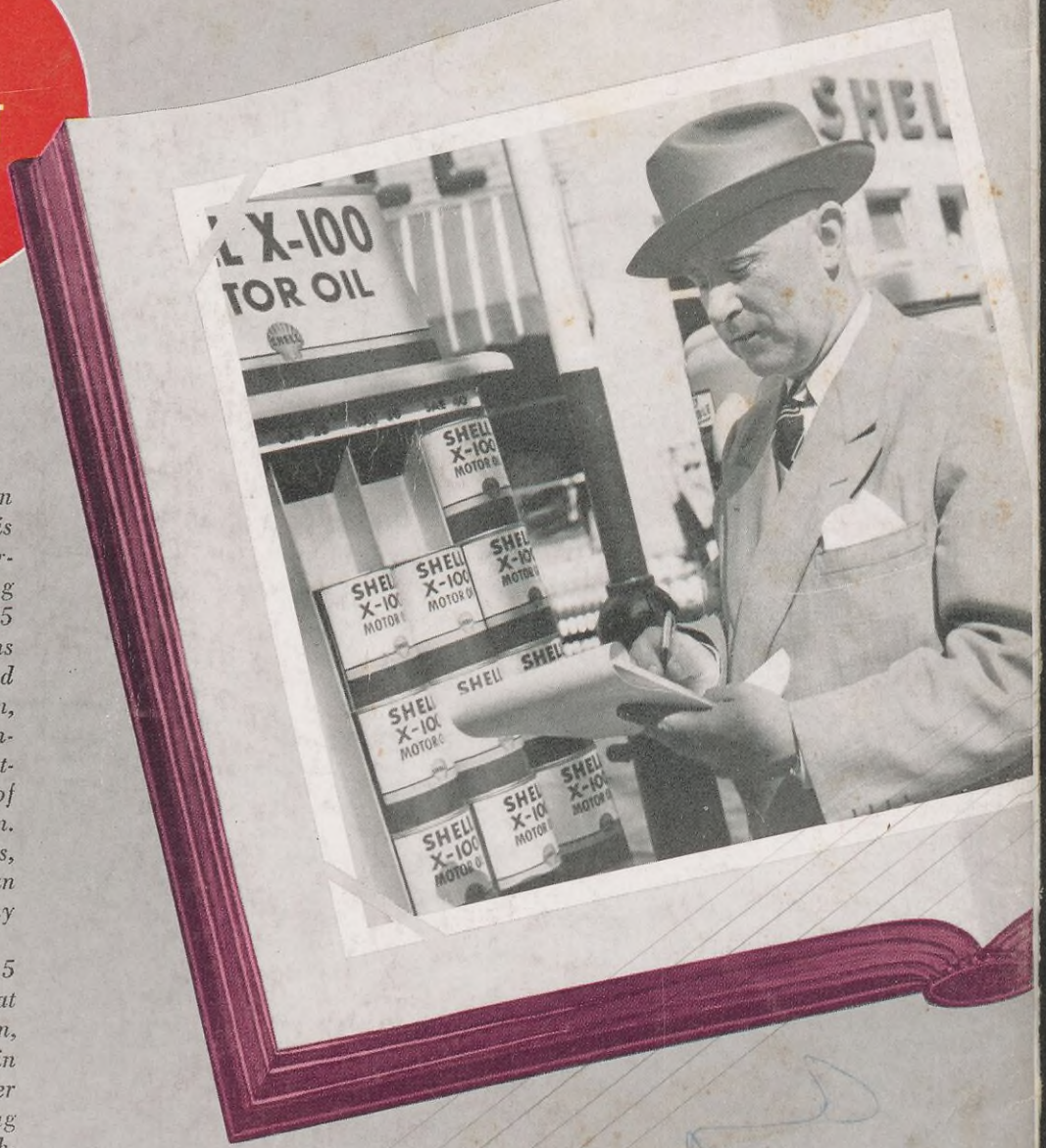
FAMILY PORTRAIT



JOHN C. HOLZWORTH, a veteran of 20 years' service with Shell, is a General Salesman in the Dearborn District of the Detroit Marketing Division. He is one of more than 325 men in Shell's 17 Marketing Divisions who solicit dealer, commercial and small industrial accounts. In addition, these men promote the sale of Company products through existing outlets while counseling thousands of Shell dealers on station operation. Handling over 1,000 Shell products, the General Salesmen constitute an important link between the Company and its customers.

John, Mrs. Holzworth and the 5 youngest of their 8 children live at 1008 South Webster Street, Jackson, Michigan. He is actively interested in boys' club activities and is a member of several civic organizations. Among his hobbies John lists gardening, fishing and bowling.

GENERAL SALESMAN (Marketing) ● **JOHN C. HOLZWORTH**